

Consular Outreach: Encouraging Legitimate U.S. Travel for Chadians



Project Title	Consular Outreach: Encouraging Legitimate U.S. Travel for Chadians
Project Summary	Developing and coordinating outreach and marketing techniques that would encourage Chadians to travel to the U.S. for tourism, work and studies.
Country	Chad
Agency	Department of State
DoS Office	N/A
Post	NDJAMENA
Section	CONS
Number of Interns	1

Project Description

This project would develop quick reference points on how to apply for a U.S. visa, quick links on travel in the U.S., where to go to begin researching American universities, and develop a comprehensive plan to share this information in a developing country with little resources. What formats are best? How do we reach Chadians throughout the country? Are social media campaigns and designs the most effective?

Post is looking for a comprehensive strategy that markets common and useful links in one location making them easily and efficiently located so that applicants may get the information needed. Topics such as tuition fees, cost of living, college life, number of foreign students (particularly African), etc. can be addressed for Chadian students who may have an interest in studying abroad. Comparative analysis could be presented; showing the difference between studying in U.S. and Europe for example. Culture shock is an important element that could be tackled too, addressing the easiest ways to adapt to life in the U.S. The eIntern will also include some information about touristic places in U.S- attaching pictures, cost of accommodation, the food, the weather, any detail that could be helpful in promoting tourism in U.S. In addition to that, the eIntern will suggest a design of flyers or make videos that might be used for upcoming outreach events.

Desired Skills Interests

Additional Information

Applicants should have strong communication skills, marketing background, and/or digital design background. Foreign language is a plus – French. The student will need to understand both American and African (Chadian) culture. Basic knowledge of the academic system both in Chad (Africa) and U.S. will be a great asset. Some resources concerning Chad could be provided to the intern when needed. Resources might include but not limited to background on Chadian academic system, Chadian history and/or culture, etc.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
French	Limited working proficiency	Limited working proficiency	Nice to Have